

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Marlboro



Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

Light: 14 mg. "tar," 1.1 mg. nicotine—Menthol: 15 mg. "tar," 1.0 mg. nicotine—
Kings: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report Feb. 73



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